

## Stress and Modern Life

Internationally, depression has nearly doubled with each successive generation since the 1920's

M. Weissman



## The Cost of Stress

75-90% of all doctor visits are stress-related.

*American Institute of Stress*

Between 1/2 and 2/3 of cases of heart disease are not accounted for by the standard risk factors of high cholesterol, smoking, and sedentary lifestyle.

*Centers for Disease Control*



## The Stress-Performance Relationship

- Excessive stress lowers personal and organizational performance.
- Stress:
  - Creates muddled thinking, burn-out, illness
  - Reduces productivity; increases errors
  - Dulls an organization's competitive edge
  - Boosts medical and insurance costs
  - Drains the bottom line



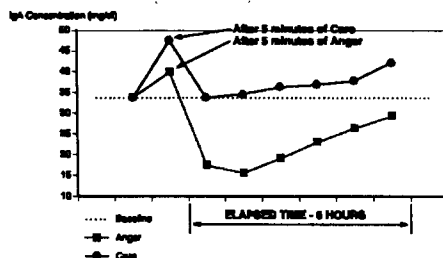
## Stress: the Main Factors

- Problems in Perception
- Problems in Communication

*Graham Burrows, President, International Society for Investigation of Stress*



## The Immune System Anger versus Care



## Healthy Function

- Feel well, relaxed manner
- Physical recreation brings pleasure
- Increasing pressure enhances performance
- Have clarity & foresight, learn easily
- Able to say "No"
- Seen as adaptable & approachable
- Qualities for success



## Reversible Fatigue

- Driven, hyperactive, restless & overconfident
- Tendency to make snap decisions but with errors
- Feel over-burdened but can still say "No"
- Admit moderate fatigue & taking steps to recover
- Squeeze a few extra drops of performance
- Discipline, fitness, social pressure & stimulants play a greater role in sustaining performance
- Sleep is just about adequate
- Seen as tired but the qualities for success are still evident



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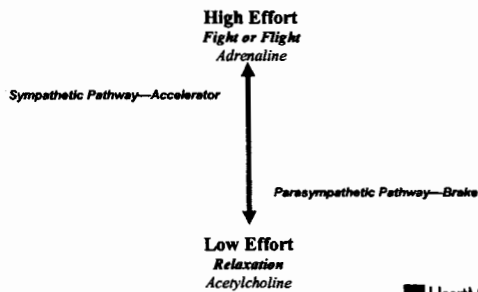
## Exhaustion

- Loss of perception
- Irritable & continual grumbling, on edge
- Complain of lack of cooperation from others
- Longer hours worked but less achieved
- Home/work balance suffers, impaired endurance
- Repeated minor ailments, loss of motivation, cynical
- Loss of creative thought
- Survival mode



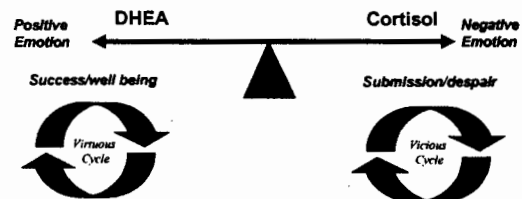
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## Autonomic Nervous System



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## The Hormonal System and Emotions



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## High Cortisol:Low DHEA

- Accelerated aging & impaired skin elasticity
- Impaired memory & learning
- Reduce bone density & muscles
- Impaired immune functions
- Impaired metabolism; increased fat on waist & thighs
- Impaired liver functional; increased cholesterol
- Impaired pancreas; increased blood sugar

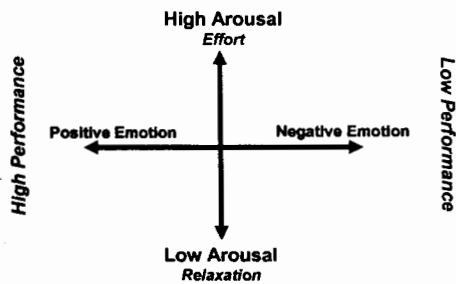
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## High Cortisol:Low DHEA

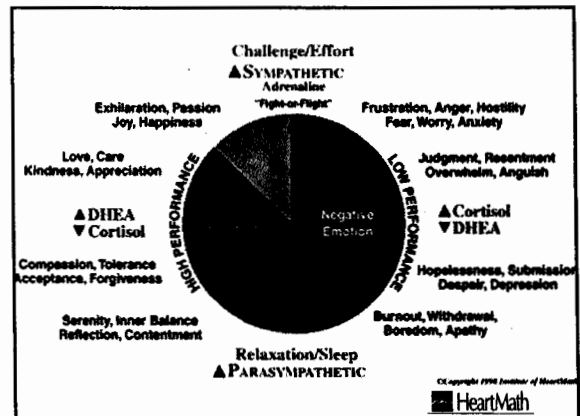
- Obesity (Adorn 1992)
- Diabetes (Neuffer 1992)
- Hypertension (Shalagay 1992)
- Heart Disease (Bernard-Connor 1988)
- Cancer (Bhaskardhar 1994)
- Alzheimer's (Neuman 1995)
- HIV-related disease (Marawski 1993)

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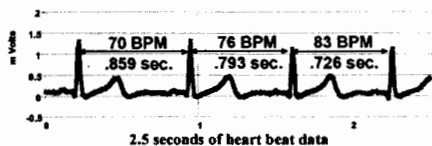
## Physiology of Performance



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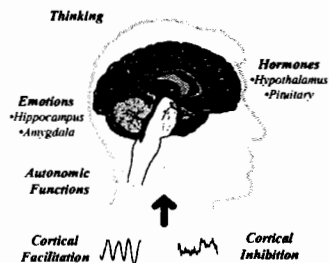


## Heart Rate Variability (HRV)



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## Key Brain Circuits



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## The Freeze-Frame® Tool

A one minute power tool for transforming stressful thoughts and emotions into clarity.

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## Freeze-Frame: Step 1

Take a time out so that you can temporarily disengage from your thoughts and feelings—especially stressful ones.

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## Freeze-Frame: Step 2

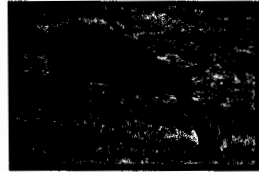
Shift your focus to the area around your heart—now feel your breath coming in through your heart and out through your solar plexus.

*Practice breathing this way a few times to ease into the technique.*



## Freeze-Frame: Step 3

Make a sincere effort to activate a positive feeling.



## Freeze-Frame: Quick Steps

- Shift
- Activate
- Sense

Shift > Activate > Sense



## The Power of Neutral

- Prevents the sudden surges of adrenaline that drain energy
- Stops the flow of destructive hormones that impair endurance
- Stops chaotic messages that inhibit the brain and slow down thinking
- Helps maintain clarity of perception & focus



"HeartMath has given us tools to make the difference between required courtesy and genuine care. We have achieved our benchmarks in excellence in patient satisfaction and employee satisfaction. I believe without HeartMath, we could have not reached our potential."

— Tom Wright, Chief Operating Officer,  
DeInor Community Hospital

